

ORDER



KSNV

Orders
Order / Rev: 104666
Alt Order #: 06836081
Product Desc: Candidate Orders
Estimate: 1507
Flight Dates: 07/25/12 - 08/07/12
Original Date / Rev: 07/24/12 / 07/25/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: GMMB, Inc./ Washington D.C.
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Obama for America *revised*
Demographic: A35+
Product Codes: PLC01-Democrat
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/25/12	07/29/12	71	\$35,550.00	\$30,217.50
07/30/12	08/07/12	26	\$21,500.00	\$18,275.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2012	71	\$35,550.00	\$30,217.50	0.00
August 2012	26	\$21,500.00	\$18,275.00	0.00
Totals	97	\$57,050.00	\$48,492.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	20%	\$57,050.00
Market	100%	\$285,250.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	22%	\$62,755.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$59,902.50
KTUD	0%	\$0.00
KVVU	23%	\$65,607.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	14%	\$39,935.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	07/25/12	07/31/12	M-F 5-6a WakeUp w/WagM	5-6a		MTWTF--	:30	4	\$400.00	1	0.00	NM	4	\$1,600.00
				M-F 5-6a WakeUp w/Wagners											

WAKE UP WITH THE WAGNERS

Start Date End Date Weekdays Spots/Week Rate Rating

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	07/25/12	07/31/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	4	\$400.00	1	0.00	NM	4	\$1,600.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/25/12	07/31/12	MTWTF--					4	\$400.00		0.00			
E 2	KSNV	08/01/12	08/07/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWT---	:30	1	\$400.00	1	0.00	NM	1	\$400.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/01/12	08/07/12	MTWT---					1	\$400.00		0.00			
E 3	KSNV	07/25/12	07/31/12	Early Today Early Today	CM	4-430am	MTWTF--	:30	5	\$150.00	1	0.00	NM	5	\$750.00
EARLY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/25/12	07/31/12	MTWTF--					5	\$150.00		0.00			
E 4	KSNV	07/25/12	07/31/12	Wake Up Early w/Wagners Wake Up Early Wagners	CM	430a-5a	MTWTF--	:30	5	\$150.00	2	0.00	NM	5	\$750.00
EARLY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/25/12	07/31/12	MTWTF--					5	\$150.00		0.00			
E 5	KSNV	07/25/12	07/31/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/25/12	07/31/12	MTWTF--					4	\$700.00		0.00			
E 6	KSNV	08/01/12	08/07/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWT---	:30	1	\$700.00	1	0.00	NM	1	\$700.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/01/12	08/07/12	MTWT---					1	\$700.00		0.00			
E 7	KSNV	07/25/12	07/31/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	5	\$1,400.00	1	0.00	NM	5	\$7,000.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/25/12	07/31/12	MTWTF--					5	\$1,400.00		0.00			
E 12	KSNV	07/29/12	07/29/12	News 3 Sunrise - SUNDAY News 3 Sunrise SUNDAY	CM	6a-7a	-----S	:30	1	\$350.00	1	0.00	NM	1	\$350.00
NEWS 3 AT SUNRISE no pgm 7/8, 8/5, 8/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-----S					1	\$350.00		0.00			
E 14	KSNV	07/25/12	07/31/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	MTWTF--	:30	4	\$500.00	2	0.00	NM	4	\$2,000.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/25/12	07/31/12	--WTF--					4	\$500.00		0.00			
E 15	KSNV	07/25/12	07/31/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	MTWTF--	:30	4	\$325.00	2	0.00	NM	4	\$1,300.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/25/12	07/31/12	--WTF--					4	\$325.00		0.00			
E 16	KSNV	07/25/12	07/31/12	Rachael Ray Rachael Ray	CM	11am-12pm	MTWTF--	:30	4	\$200.00	2	0.00	NM	4	\$800.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/25/12	07/31/12	--WTF--					4	\$200.00		0.00			
E 17	KSNV	07/25/12	07/31/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	4	\$425.00	2	0.00	NM	4	\$1,700.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/25/12	07/31/12	--WTF--					4	\$425.00		0.00			
E 18	KSNV	07/25/12	07/31/12		CM	1230-1p	MTWTF--	:30	4	\$200.00	2	0.00	NM	4	\$800.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				The Agenda 1230pm											
				The Agenda 1230pm											
				NEWS 3 AGENDA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/25/12	07/31/12	--WTF--					4	\$200.00		0.00			
E 19	KSNV	07/25/12	07/31/12	Days of our Lives	CM	1258p-2pm	MTWTF--	:30	4	\$425.002		0.00	NM	4	\$1,700.00
				Days of our Lives											
				DAYS OF OUR LIVES											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/25/12	07/31/12	--WTF--					4	\$425.00		0.00			
E 20	KSNV	07/25/12	07/31/12	The Doctors	CM	2pm-3pm	MTWTF--	:30	4	\$175.002		0.00	NM	4	\$700.00
				The Doctors											
				THE DOCTORS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/25/12	07/31/12	--WTF--					4	\$175.00		0.00			
E 21	KSNV	07/25/12	07/31/12	Dr. Phil	CM	3-4p	MTWTF--	:30	4	\$450.002		0.00	NM	4	\$1,800.00
				Dr Phil											
				DR. PHIL no pgm 7/30- 8/10											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/25/12	07/31/12	--WTF--					4	\$450.00		0.00			
E 22	KSNV	07/25/12	07/31/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MTWTF--	:30	4	\$700.002		0.00	NM	4	\$2,800.00
				4PM NEWS (1 hour)		(4:30 PM-5:00 PM)									
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/25/12	07/31/12	MTWTF--					4	\$700.00		0.00			
E 23	KSNV	07/25/12	07/31/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MTWTF--	:30	2	\$700.002		0.00	NM	2	\$1,400.00
				4PM-NEWS (1-hour)		(4:00 PM-4:30 PM)									
				FIRST NEWS 3 AT FOUR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/25/12	07/31/12	MTWTF--					2	\$700.00		0.00			
E 24	KSNV	07/25/12	07/31/12	M-F Early News	CM	5-630p	MTWTF--	:30	4	\$1,000.002		0.00	NM	4	\$4,000.00
				M-F Early News											
				EARLY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/25/12	07/31/12	MTWTF--					4	\$1,000.00		0.00			
E 26	KSNV	07/28/12	07/28/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$650.002		0.00	NM	1	\$650.00
				Sa-Su Early News											
				KVBC EARLY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-----S-					1	\$650.00		0.00			
E 27	KSNV	07/29/12	07/29/12	SUN. 6PM NEWS OLYM	CM	Sun. 6p-7p	-----S	:30	1	\$650.002		0.00	NM	1	\$650.00
				SUN 6p News Hour OLYMPICS											
				KSNV EARLY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-----S					1	\$650.00		0.00			
E 28	KSNV	07/26/12	07/26/12	Thurs PR 10-11p	CM	10-11pm	---T---	:30	1	\$1,400.003		0.00	NM	1	\$1,400.00
				Thursday Prime 10-11pm											
				ROCK CENTER W/B. WILLIAMS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	---T---					1	\$1,400.00		0.00			
E 29	KSNV	07/25/12	07/31/12	M-F News 3 at Eleven	CM	11pm-1135pm	--WT---	:30	2	\$1,100.001		0.00	NM	2	\$2,200.00
				M-F News 3 at Eleven											
				NEWS 3 NIGHTSIDE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/25/12	07/31/12	--WT---					2	\$1,100.00		0.00			
E 30	KSNV	07/28/12	07/28/12	Olympics Late News 3	CM	11pm-12:35am	-----S-	:30	1	\$1,000.007		0.00	NM	1	\$1,000.00
				Late News during Olympics											
				NEWS 3 NIGHTSIDE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-----S-					1	\$1,000.00		0.00			
E 31	KSNV	07/25/12	07/31/12		CM	1135p-1237a	--WT---	:30	4	\$425.001		0.00	NM	4	\$1,700.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				The Tonight Show											
				Tonight Show											
				TONIGHT SHOW W/ JAY LENO											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/25/12	07/31/12	--WT---					4	\$425.00		0.00			
E 33	KSNV	07/25/12	07/31/12	Late Night w/Fallon	CM	1237a-136am	---WT---	:30	5	\$225.001		0.00	NM	5	\$1,125.00
				Late Night w/Fallon											
				LATE NIGHT W/JIMMY FALLON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/25/12	07/31/12	--WT---					5	\$225.00		0.00			
E 35	KSNV	07/25/12	07/31/12	Olympics Daytime Weekdays	CM	9am-4pm	MTWTF--	:30	4	\$1,200.003		0.00	NM	4	\$4,800.00
				Olympics Daytime Weekdays											
				OLYMPIC DAYTIME											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/25/12	07/31/12	MTWTF--					4	\$1,200.00		0.00			
N 36	KSNV	07/27/12	07/31/12	Olympics Late News 3	CM	11pm-12:35am	MT--F--	:30	2	\$1,100.007		0.00	NM	2	\$2,200.00
				Late News during Olympics											
				NEWS 3 NIGHTSIDE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/25/12	07/31/12	MT--F--					2	\$1,100.00		0.00			
N 37	KSNV	07/26/12	07/27/12	M-F Early News	CM	5-630p	---TF--	:30	1	\$1,000.001		0.00	NM	1	\$1,000.00
				M-F Early News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	---TF--					1	\$1,000.00		0.00			
N 38	KSNV	07/30/12	07/31/12	Olympics Daytime Weekdays	CM	9am-4pm	MT-----	:30	2	\$1,200.003		0.00	NM	2	\$2,400.00
				Olympics Daytime Weekdays											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	MT-----					2	\$1,200.00		0.00			
N 39	KSNV	08/01/12	08/02/12	Olympics Daytime Weekdays	CM	9am-4pm	--WT---	:30	2	\$1,200.003		0.00	NM	2	\$2,400.00
				Olympics Daytime Weekdays											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	--WT---					2	\$1,200.00		0.00			
N 40	KSNV	07/26/12	07/27/12	The Doctors	CM	2pm-3pm	---TF--	:30	1	\$175.002		0.00	NM	1	\$175.00
				The Doctors											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	---TF--					1	\$175.00		0.00			
N 41	KSNV	07/30/12	07/31/12	Olympics Late News 3	CM	11pm-12:35am	MT-----	:30	2	\$1,000.007		0.00	NM	2	\$2,000.00
				Late News during Olympics											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	MT-----					2	\$1,000.00		0.00			
													Totals	97	\$57,050.00